

Yanibeth Navarro

Visual & Product Designer

Branding · Social Media Design · UX/UI · Graphic Design

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PROFESSIONAL SUMMARY

Visual and product designer with 8+ years of experience. My path runs from print to digital product, mostly in startups and growing companies, where I have been in charge of brand, content and interface, working closely with founders, marketing and development.

SKILLS

UX/UI & Product: UX/UI Design · Product Design · User Flows · Information Architecture · Wireframing · Prototyping · Design Systems · Usability Testing · Developer Handoff & Visual QA · Responsive Design

Branding & Graphic Design: Branding · Visual Identity · Rebranding · Naming · Brand Guidelines · Stationery · Point-of-Sale Materials · Merchandise · Presentations · Final Artwork · Prepress

Social Media & Marketing: Social Media Design · Social Content · Digital Campaigns · Paid Media Creatives · Email Marketing · Multi-format and Multilingual Adaptation

Tools: Figma · Adobe Illustrator · Adobe Photoshop · Adobe InDesign · Framer · Notion · Jira · Canva

PROFESSIONAL EXPERIENCE

UX/UI, Brand & Visual Designer — Freelance

Jan 2025 – Present | Spain and Panama

- UX/UI design for web and mobile projects: information architecture, user flows, prototypes and interface in Figma.
- New identities and rebrands: logo, typography, colour, visual system, stationery and brand manual, ready for print and digital.
- Social media design for 20+ brands in wellness, health, restaurants, real estate, architecture, education and lifestyle: posts, carousels, stories, banners, content calendars and templates.
- Daily email marketing and templates for a lottery brand.
- Adaptation of creatives into 4 languages and multiple formats for an international ticketing platform.

UX/UI & Brand Designer — SendingBay

Oct 2022 – Dec 2024 | Valencia, Spain | [Part-time until Nov 2023, full-time from Dec 2023](#)

Logistics SaaS startup connecting e-commerce with carriers.

- Rebrand from Ubiloc to SendingBay: naming, logo, typography, colour, iconography and brand book. Proposal selected and still in use.
- Designed the SaaS shipping management platform from scratch: information architecture, user flows, wireframes, prototypes and UI (sign-up, dashboard, shipments, payments and labels).
- Built the design system in Figma with components, variables, tokens and interface states.
- Validated flows through one-to-one user sessions and demos; handoff and visual QA with developers in Jira and Notion through to production launch.
- Applied the new identity to the website, landing pages, banners and product; clients found the brand fresher and more recognisable.

Graphic & Brand Designer — Colibid

Aug 2022 – Nov 2023 | Valencia, Spain | [Part-time](#)

Fintech comparing mortgage offers from banks and brokers.

- Brand consistency across every department: assets, templates and messages for sales and customer service aligned with the style guide.
- Content and creatives for Instagram, LinkedIn, TikTok, YouTube, email and web, working with social media, paid media and SEO.
- Creatives for performance campaigns, developed with the ads team; visual redesign of the Instagram feed.
- Interface design for a digital project: low and high-fidelity wireframes, visual styles and an interactive prototype.
- Pitch decks, sales presentations and infographics for investors; merchandise and event materials.

UI & Graphic Designer — Crowmie

Mar 2022 – Jul 2022 | Valencia, Spain | [Full-time](#)

Startup with an early-stage web platform.

- Style guide, component library and wireframes in Figma.

- Interface improvement proposals for the first version, developed with the developer and the CEO.
- Assets for social media, web and digital campaigns, including photo retouching and format adaptation.

Graphic & Digital Content Designer — Compuraastro

Sep 2021 – Jan 2022 | Panama City, Panama | [Full-time](#)

- Social media and campaign content planned in an editorial calendar, with post performance reviews.
- Print and digital materials; interface updates and website maintenance.

Graphic Designer — TVN Media

Mar 2021 – Sep 2021 | Panama City, Panama | [Professional internship](#)

- Current affairs content for the news programme's sports desk: social media, newsletters and banners.
- Statistics and creatives shown on screen during live broadcasts.

UX/UI & Graphic Designer — Doctor at Home

Jan 2020 – Aug 2021 | Panama City, Panama | [Freelance, full-time](#)

Home healthcare app connecting patients with doctors.

- Designed the app with the developer, from the first flows to launch: user flows, wireframes, UI, interactive prototypes and style guide in Figma.
- Iterated flows through usability testing. The product reached 20+ doctors and 100+ patients.
- Campaigns and content for the website and social media after launch.

Graphic Designer — Instituto de Ciencias Aplicadas

Jan 2020 – Feb 2022 | Panama City, Panama | [Freelance, part-time](#)

- Planning and design of social media content, email marketing and communications for families and students.
- Banners, posters, presentations and sales materials; final artwork and prepress.

Design Assistant → Graphic Designer — PostNet International

Sep 2016 – Dec 2019 | Panama City, Panama | [Full-time, alongside my degree](#)

- 100+ logo and visual identity projects, working directly with clients from brief to delivery.
- Business cards, flyers, brochures, banners, signage, sublimation and packaging produced in-house.
- Final artwork and prepress; operated printers, cutting plotter, laminator and large-format equipment.

EDUCATION

Bachelor's Degree in Graphic Design — University of Panama | 2015 – 2020

Introduction to Programming with Python — Universitat Politècnica de València | 2024

CERTIFICATIONS

- Social Media Management and AI Content Creation for SMEs — EOI / SEDIA, delivered by Piensactiva | 150 h | 2026
- Artificial Intelligence and Intelligent Automation for SMEs — EOI / SEDIA, delivered by Piensactiva | 150 h | 2026
- Advanced Figma · UI and UX Interface Design · Social Media Metrics · Digital Body Language

LANGUAGES

Spanish: native | English: B1 (intermediate)